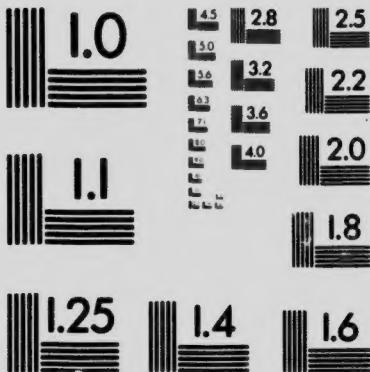


# MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



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INFORMATION  
CONCERNING  
**UPLANDS**



*Victoria's  
Celebrated  
Residential Park*



ISSUED BY  
"UPLANDS LIMITED"  
110 BELMONT HOUSE  
VICTORIA, B. C.

Archives  
of  
British Columbia  
LONGSTAFF  
COLLECTION

# UPLANDS

VICTORIA'S  
CELEBRATED  
RESIDENTIAL PARK



ISSUED BY  
"UPLANDS LIMITED"  
110 BELMONT HOUSE  
VICTORIA, B.C.

234110

## **"UPLANDS"**

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### **Describe the Position of UPLANDS?**

UPLANDS is situated in the Municipality of Oak Bay just beyond the northeasterly edge of Victoria, the capital City of British Columbia. The gates of UPLANDS are just three miles from the Empress Hotel and the General Post Office.

### **How Many Acres Does UPLANDS Contain?**

Four hundred and sixty-five acres.

### **Is UPLANDS Waterfront Property?**

UPLANDS has waterfront on both Oak and Cadboro Bays, and the intervening series of points and coves—altogether about three miles of actual frontage on the sea.

### **What Elevation Is UPLANDS Above the Sea?**

The land gradually rises in a series of benches from a height of a few feet above high water mark to two hundred feet above sea level.

### **Are There Trees on UPLANDS?**

Yes. Picturesque oaks grow on two-thirds of the whole property. On the waterfront at Cadboro Bay are fine old maples. On other parts of the property there are fir, cottonwood, alder, etc., also flowering shrubs, such as Syringa, Flowering Currant and Spirea.

### **How Many Miles of Paved Roadways and Boulevards Are Already Constructed in UPLANDS?**

Approximately four miles of asphalt roadway, four and one-half miles of cement sidewalk and twenty-five acres of parks and boulevards.

### **How Are the Roadways in UPLANDS Lighted?**

They are lighted by specially designed and artistic ornamental copyrighted standards supporting electric lights enclosed in frosted white globes.

### **Are the Water Mains and Sewers Installed in UPLANDS?**

Water mains and sewers are installed on all improved roadways.

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### Are There Any Ugly Pole Lines in UPLANDS?

No,—all electric wires are laid in underground conduits to the property lines.

### What Proportion of Ground Space in UPLANDS Will Remain Free From Buildings When Every Site Is Utilized?

Over ninety per cent.

### How Long Does It Take to Get Down Town From UPLANDS in an Automobile?

Seventeen minutes.

### What Car Line Serves UPLANDS?

The British Columbia Electric Railway, which gives a fifteen minute service, the cars taking about twenty-five minutes to reach the centre of town.

### Why Is Victoria Considered a Delightful Place to Live in?

Because it has the best climate in Canada. Because it has good schools, good churches, excellent indoor entertainments and outdoor sports. Because there is lovely scenery, good automobile drives, fine boating, fishing and hunting.

### Please Be More Explicit? Give Details. Why Is Victoria's Climate Better Than Other Parts of Canada?

The following are extracts from a paper prepared by F. Napier Denison—Director, Dominion Meteorological Observatory, Victoria, B.C.: "The climate of this portion of Vancouver Island greatly resembles that of the south of England, including the Channel Islands." "Victoria possesses a remarkably small seasonable range in temperature; that is, the winters are mild and the summers cool."

### Average Daily Amount of Bright Sunshine (Hours and Minutes)

	Year	Summer	Winter
Victoria .....	5: 42	9: 36	2: 24
Jersey .....	5: 24	7: 54	2: 30
Torquay, Devon .....	4: 32	7: 12	2: 12

### Average Temperature

	January	July	Annual Range
Victoria .....	39° F.	61° F.	22° F.
Vancouver .....	36° F.	63° F.	27° F.
Calgary .....	13° F.	61° F.	48° F.
Winnipeg .....	2° Below	66° F.	68° F.

## **"UPLANDS"**

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"Respecting annual precipitation, Victoria holds the remarkable record of only 27.46 inches."

The Dominion Government made the following announcement upon reaching the decision to erect an Astronomical Observatory carrying a 72-inch reflecting telescope on Little Saanich Mountain, a short distance from Victoria. "After the most exhaustive expert investigation covering every part of the Dominion, Victoria has been chosen as the site because of its superlative climatic and atmospheric conditions. As soon as our data had been compiled respecting this locality, all doubts vanished as to where the choice should be."

### **What Are the Education Facilities?**

Besides the numerous public schools, which include the second largest High School in the Province of British Columbia, the building and equipment costing upwards of \$400,000, there is the new Arts College affiliated with the University of British Columbia.

There are also excellent private schools, including the University School for boys; this school is within one mile from UPLANDS. Other boys' schools are Collegiate School for Boys, Royal Naval College, etc. There are also a number of good schools for girls, among which are St. Margaret's, St. George's, St. Ann's Convent School, etc.

### **What Churches?**

All the denominations are well represented.

### **You Mentioned Indoor Entertainments—What Are They?**

The Royal Victoria Theatre offers high class plays and operas, accommodating such large productions as Chu Chin Chow. There are many concerts, lectures, and good professional and amateur plays during the season. Victoria is on the Pantages circuit. There is a large indoor artificial ice skating rink, and Victoria's professional team is a member of the Pacific Coast Ice Hockey League, which includes Vancouver and Seattle.

### **How About Outdoor Sports?**

There are three golf links—Oak Bay, Colwood and Esquimalt. The first two rank among the finest in Canada. The United Service Golf Club of Victoria is negotiating with the Hudson's Bay Company for the lease (with option to purchase) of a magnificent site immediately east of UPLANDS for the estab-



## VICTORIA, B. C.

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ishment of a fine golf course. At the time of going to press negotiations are reported to be proceeding satisfactorily. Golf can be played all the year round. Tennis, cricket, bowling, football, baseball, swimming and other games are indulged in.

### **You Also Said Something About Scenery and Automobile Drives, Please Explain?**

It is impossible to describe the scenery of Victoria's hinterland in a paragraph—it has got to be seen to be appreciated. Out for diversified views of lakes, rivers, mountains, sea and islands, with fine valleys of farming country, Vancouver Island has few equals, if any. The roads are excellent, penetrating up and across the Island to Port Alberni on the West Coast, and Campbell River on the East Coast, some two hundred miles away.

### **You Said the Boating, Fishing and Hunting Are Good?**

Yes—the waters about Vancouver Island are a veritable paradise for the motor boat. Adjacent to Victoria there are thousands of miles of inland waterways among the islands and up the fiords of the mainland of British Columbia, as well as the West Coast of Vancouver Island. The Royal Victoria Yacht Club has its home in UPLANDS, on Cadboro Bay.

### **Is Victoria Readily Accessible to the Principal Cities of America and the Orient?**

Yes, very centrally situated—withoutress the time it takes to get to the following points: Vancouver, B.C., 4½ hours; Seattle, Wash., U.S.A., 4¾ hours; San Francisco, 48 hours; Winnipeg, 62 hours; Toronto, 4¼ days; Montreal, Que., 4½ days; Chicago, 3½ days; New York, 5 days; Hongkong, China, 19 days; Tokio, Japan, 22 days; Honolulu, 7 days.

### **Reverting to UPLANDS Itself, How Large Are the Building Sites?**

Building sites vary from one-quarter of an acre to three acres in area; no site has less than 100 feet frontage on any road.

### **What Is the Price?**

Beginning the first day of January, 1921, prices are calculated on the square foot, and include the cost of installation of all improvements, viz., asphalt roadway, boulevards, cement sidewalk, water mains, sewers, electric light services to property lines. The prices vary according to size and position of building site, from 17c to 25c per square foot. These prices are equivalent to \$20.00 to \$30.00 per front foot, on the usual resi-



## **"UPLANDS"**

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dential lot of 50 x 120 feet. In almost any town of 50,000 population highest grade residential property sells for \$100.00 per front foot, in addition to which improvement charges have to be paid.

### **What Did the Improvements Cost the UPLANDS Company?**

The cost of the improvements when applied pro rata over the area of the building sites affected, works out at approximately 6c per square foot, equalling from one-quarter to one-third of the price asked for home tracts. The betterments were installed during the years 1912-1913, when material and labour were one-third to one-half less than they are today. At today's prices the improvements of the class installed in UPLANDS would cost an average of 10c per square foot of property improved, or 50% of the present prices of property in UPLANDS.

### **How Many Building Sites Are For Sale?**

There are at the time of going to press 102 sites available. They are situated in the most beautiful part of the property.

### **Would It Be Wise to Buy Ahead, Even Though One Does Not Intend to Build at Once?**

Absolutely—as the number of sites are limited, the best ones will go first, and prices will advance in the near future.

### **Restrictions?**

The restrictions have been established with a view towards assuring every owner those things which make for attractive and permanent surroundings, stabilize property value and establish the particular character of UPLANDS. They are a most valuable asset in offering property for sale. In brief, the restrictions are as follows:—

Each purchaser has to build a residence on his lot within a specified time, which may be extended under special circumstances. The building is to cost at least one-half of the value of the lot, and in any case not less than \$5,000.

No commercial buildings or apartment houses, no advertising signs, saving ordinary name plates of professional men, can be erected. No cows, goats or sheep can be kept. Any horse stables to be at least 50 feet from the boundary of the lot. Further, in order to prevent the construction of unsightly houses, outbuildings, or fences, and to see that no construction will obstruct the view from neighboring lots, or destroy the harmony of the "ensemble," the UPLANDS LTD., has made

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it a policy to have the plans of all constructions examined and approved by an architect of recognized authority. Buildings and fences are not to be erected within 25 feet of a street line, but hedges up to three feet in height may be grown there.

### **When Do the Restrictions Expire?**

First day of January, 1932.

### **What Taxes Are Levied on the Property?**

UPLANDS is within the corporate limits of the Municipality of Oak Bay, and is subject to the prevailing levy for general and school taxes. The taxes range from \$37.50 to \$50.00 per half acre building site per annum, and in proportion for larger lots. There are no local improvement taxes on lots purchased after January 1st, 1921, the cost of the improvements being incorporated in the price of the land.

### **At Whose Expense Are the Roads, Parks, Boulevards and Other Services Maintained?**

The Company has thus far borne the cost itself—but it has power to create the necessary machinery and to assess and levy upon and collect annually from the purchasers sums not exceeding an average of \$55.00 per half acre site, larger sites in proportion for the purpose of maintaining the improvements.

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A noted authority makes the following statement about UPLANDS:—

"UPLANDS is the most alluring and beautiful piece of suburban natural park property, and the most attractively and effectively designed residential district to be found in any city in the Pacific Northwest!"

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The design of UPLANDS is regarded as one of the noteworthy masterpieces of John C. Olmstead, the famous landscape architect of Brookline, Massachusetts.

## REMEMBER

That building sites in UPLANDS have every advantage—Highest grade environment—accessibility to all the educational, social, religious and entertainment advantages the City of Victoria has to offer. All conveniences with best improvements, **the cost of which is not a future charge on your property.** Building sites are **limited in number**, insuring exclusiveness and high future values. Ideal for a home, yet profitable as an investment.

When sold out UPLANDS cannot be duplicated. Hence: UPLANDS, if available at all **then**, will be so only at much higher prices, which you will then pay to present buyers.

In a word be a **"present buyer,"** then if for any reason you should have to abandon your building plans, you can be a "future seller" at a profit.

We invite you to visit UPLANDS **now** while **prices** are **lowest** and **choice largest.**

Our advice to you to insure getting a site, whether you contemplate building your home immediately or later is—

### **BUY YOUR UPLANDS HOME NOW**

For your convenience a plat of UPLANDS is enclosed, with homesites ready for building marked. A schedule of prices which will prevail for six months commencing January 1st, 1921, is attached—and Remember, **the prices include the cost of improvements.**

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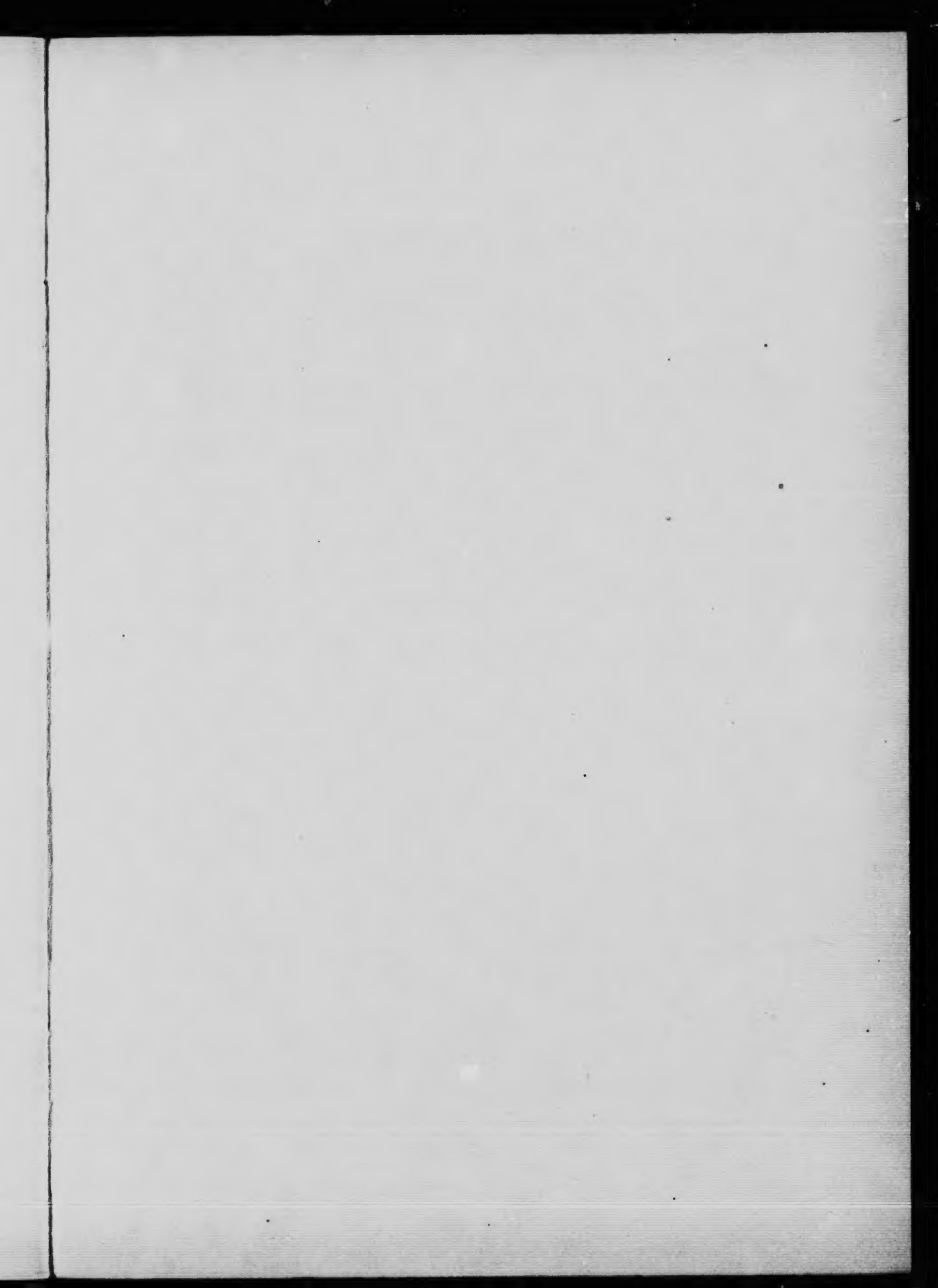
FOR SALE BY

**"UPLANDS" LIMITED**

**OWNER**

**Office: BELMONT HOUSE**

**VICTORIA, B. C.**



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